

Message Text

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R 310041Z MAY 74
FM AMEMBASSY MEXICO
TO SECSTATE WASHDC 1869
USIA WASHDC

UNCLAS MEXICO 4445

FOR AID - MR PARKER

FOR USIA - MR KEOUGH

FROM AMBASSADOR JOVA

E.O. 11652: N/A
TAGS: APUB, MX
SUBJECT: DUPLICATION OF FUNCTIONS - BOOK PUBLICATION AND
DISTRIBUTION

1. I HAVE BEEN STRUCK SINCE MY ARRIVAL IN MEXICO BY WHAT
SEEMS TO ME TO BE A DUPLICATION OF FUNCTIONS IN THE FIELD
OF BOOK PUBLICATION AND DISTRIBUTION. IN THE AID-SPONSORED
RTAC PROGRAM AND THE USIA-FUNDED RBO PROGRAM WE HAVE TWO
REGIONAL SERVICE ORGANIZATIONS DEALING WITH IDENTICAL
PRODUCTS AND WITH SIMILAR OBJECTIVES. I AM TOLD THAT ONE
IS "PROJECT ORIENTED" WHILE THE OTHER IS "PROGRAM ORIENTED"
BUT I FIND THAT TO BE AN INSUFFICIENT JUSTIFICATION FOR
MAINTAINING TWO SEPARATE ORGANIZATIONS EACH WITH ITS OWN
BUREAUCRATIC SUPERSTRUCTURE AND INFRASTRUCTURE.

2. I AM AWARE OF THE DIFFICULTIES INHERENT IN TRYING TO
COMBINE UNDER ONE OPERATION THE PROGRAMS OF TWO
SEPARATE AGENCIES AND I WOULD EXPECT THE VARIOUS VESTED
INTERESTS TO RESIST MAJOR CHANGE. NEVERTHELESS, THE
USIS REGIONAL SERVICE CENTER WHICH PROVIDES REIMBURSABLE
SERVICES FOR VARIOUS AGENCIES ON A REGIONAL BASIS SHOWS
THAT THIS CONCEPT CAN AND DOES WORK.

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3. I PROPOSE THAT A STUDY BE COMMENCED WITH THE OBJECT
OF DETERMINING HOW TO BEST COMBINE THE RBO AND RTAC
OFFICES IN MEXICO AS SOON AS POSSIBLE. THE FACT THAT
THE FUTURE ROLE OF RTAC IS ITSELF UNDER STUDY MAKES THIS
A PARTICULARLY OPPORTUNE MOMENT. WE HERE FOR OUR PART
WILL DISCUSS THE MATTER WITH ALL OFFICERS CONCERNED AND
I EXPECT TO REPORT FURTHER TO THE DEPARTMENT IN THE NEAR
FUTURE. JOVA

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